DOCUMENT RESUME

ED 191 083 CS 205 804

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TITLE Contact with Journalism and Its Image.
PUB DATE Aug 80
NOTE 34p.; Paper presented at the Annual Meeting of the Association for Education in Journalism (63rd, Boston, MA, August 9-13, 1980).

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Adolescents; Adults; *Attitudes; College Students; Concept Formation; High School Students; *Journalism; *Research; *Role Perception; Socialization

ABSTRACT

In a study of the differences in images of journalism among persons with varying amounts of contact with the profession, three groups completed questionnaires. The groups were composed of 79 high school students, 55 college students majoring in journalism, and 54 professional journalists. The questionnaire included four items to measure perceived prestige of the journalism profession and ten items to measure perceptions of the working environment of the journalist. Age and sex data were also elicited. Statistically significant differences were found among the three groups on all four items dealing with the perceived prestige of journalism and on eight of the ten items regarding the journalistic working environment. Controlling for group, two of the prestige items exhibited significant differences between males and females, but a significant difference was found for only one of the items on working environment. Age differences were found for one prestige item and four working environment items. The results suggest the importance of two dimensions of experience with journalism: (1) educational, based on attitudes and opinions regarding journalists, and (2) practical, based on professional skills, behavior patterns, specific knowledge, and training. (Author/FL)

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Contact with Journalism and Its Image

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Prepared for presentation to the Theory and Methodology Division at the annual convention of the Association for Education in Journalism, Boston, Massachusetts, August 10-13, 1980.

The authors gratefully acknowledge the assistance of the College of Journalism and Communications and the Center for Instructional and Research Computing Activities, University of Florida, and of Mr. Darrell Mack, Florida Times-Union, Jacksonville, Florida; and Mrs. Elise McQuaid and Mr. Ronel Poppell, both of Jacksonville.

CS205804

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Prepared for presentation to the Theory and Methodology Division at the annual convention of the Association for Education in Journalism, Boston, Massachusetts, August 10-13, 1980.

Abstract: Professional socialization of journalists is conceptualized as an open process, starting with images of journalism developed during childhood and youth. Intense changes in image of the profession, as well as other characteristics of journalism students and professionals, are expected to occur during university training and early years of work in the first professional position. For the present research, "images of the profession" were conceived of as opinions about the working environment of the journalist and the perceived prestige of journalism.

To study the differences in images of journalism among persons with varying amounts of contact with the profession, three groups were asked to complete self-administered questionnaires. The groups were seniors in a public high school in Jacksonville, Florida (N = 79), journalism students at the University of Florida (N = 55), and journalists working at the Florida Times-Union and Jacksonville Journal (N = 54).

Statistically significant differences were found among the three groups on all four items dealing with the perceived prestige of journalism and on eight of the ten items regarding the working environment of journalists. Controlling for group, two of the four prestige items exhibited significant differences between males and females, but a significant sex difference was found for only one of the ten items on working environment. Age differences, controlling for both group and sex, were found for one prestige item and four working environment items.

Results suggest the importance of two dimensions of experience with journalism: educational and practical. The first dimension appears to be based on attitudes and opinions, especially regarding the journalist in relation to his general environment. The second seems to be based on professional skills, behavior patterns, specific knowledge, and highly qualified training. The two dimensions might be termed professional roles and professional skills.

Contact with Journalism and Its Image

In the past few decades, U.S. studies of socialization of journalists have focused either on processes taking place in the work environment (McLeod and Hawley, 1964) or in educational settings (Wegman Parrish, 1977, and others). Less often, research has examined the relation between socialization in the two settings (O'Keefe, 1973; Sutherland, 1977). Similar conclusions about research activities could be drawn from recent European studies (Schulman, 1970; Højer, 1978; Garlicki, 1978; Kupis, 1978; Socnecki, 1978a).

A limited number of studies have examined professional socialization in broadly representative samples (Kupis, 1975; Fjeastad and Holmlov, 1974; Johnstone, Slawski, and Bowman, 1976; Switicz and Sziriajaeva, 1978). However, the research has been concerned almost exclusively with practicing professionals.

From this literature the conclusion may be drawn that the process of socialization has a large number of varied determinants. Among them have been cultural, economic, political, psychological, and ideological factors.

Although the research concentrates on the period from the beginning of training to the attainment of full-fledged professional status, there is little recognition of the intensity of changes taking place during that period. Further, the relative intensity of different types of changes, in attitudes, values, opinions, and skills, has received little attention.

In the limited research, changes in skills have received the largest amount of study. Typical of the research on changes in skills would be, for example, Hild and Crook (1980) or Pettibone (1976).

One type of change resulting from professional socialization which we would expect to be substantial is change in the image of the profession. The degree to which the individual's image of journalism is changed would depend, in part, on the amount of contact with the profession, as well as on such factors as sex and age.

PROBLEM

Socialization into the journalistic profession is treated here as an open-ended process. This assumption follows from the treatment by Kupis (1975) of journalism as an open profession.[1]

In particular, we would hypothesize that the process of socialization into journalism starts with images of the profession developed during an individual's childhood and youth.[2] Images of the profession are conceptualized here as opinions about the working environment of the journalist and as the perceived prestige of journalism. Those images, we expect, are strongly affected by events occurring during the period of professional education of journalists and during early years of work in the first professional position.

By "open-ended" process of socialization in the profession we mean that the process takes place throughout life. It is viewed as not having fixed bounds, but rather as a process that will start at different points in the lives of different individuals and will vary in intensity at different times in different lives. The extent of the process and the current nature of the process, it seems obvious, will depend in part on how long the individual has practiced journalism. It is possible that the tempo of the process is higher (the speed or intensity of changes is greater) due to acceleration of learning processes, as for example during adolescence or early adulthood or as affected by situational factors. The tempo also may be affected by activation of coorientation processes as described by McLeod and Chaffee (1973), for example in school or work settings.

Under the term "perceived prestige of journalism" are included four components:

--perceived level of difficulty in entering the profession,

--perceived level of difficulty in practicing the profession,

--perceived level of attractiveness of the profession,

--estimated income level in the profession.

The conceptualization was developed from Treiman's (1977) study of occupational prestige and Coxon and Jones's (1978) study of images of occupational prestige, as well as from Nowicki's (1976) study of the social standing of journalists.[3]

The "working environment of the journalist" was viewed as encompassing three major components: The content of his work and his relations with the reader and with the political setting. The components were used by Fjeastad and Holmlov (1974) in their study of journalists in Sweden.[4] While the three components were not viewed as exhausting the meaning of the term "working environment," they did appear likely to prove illuminating regarding the specific types of differences among groups which formed the focus of the study.

The central hypothesis of the study is that both the perceived prestige of journalism as well as opinions on the working environment of journalists (together termed images of the journalistic profession) are under a constant process of evaluation according to how the individual is affected by experience with the profession. Formal processes of professional socialization (e.g., educational programs or internship programs) usually are organized to reduce any potential discrepancies in attitudes arising from individual as opposed to professional experience. Dynamic processes such as evaluation based on experience are more important for socialization than such demographic factors as sex and age.

METHOD

A self-administered questionnaire was distributed to members of three groups differing in extent of exposure to

journalism. The groups were:

-- seniors in a public high school in Jacksonville, Florida (N = 79)

-- journalism students at the University of Florida in Gainesville (N = 55)

-- journalists working at the Florida Times-Union and the Jacksonville Journal (N = 54).

High school and college respondents consisted of all students in particular courses on the day the questionnaire was administered. The journalist respondents consisted of all those returning the questionnaire within one week after it was distributed. Response rate was about 60 percent.

The questionnaire included items dealing with prestige and with opinions about the working environment of journalists. The items were drawn from research by Fjeastad and Holmlov (1974) and Sobiecki (1978b). Also measured were sex and age, the latter with an open-ended item.

Four items were used to measure "perceived prestige of journalism," one for each of the components described earlier. For each item, the respondent circled a number on a ten-point scale ranging from one, for low prestige, to ten, for high.

Perceptions of the "working environment of the journalist" were measured with a set of ten opinion items. Each item consisted of a statement with which respondents agreed or disagreed on a four-point scale. The response alternatives were labelled "agree," "partly agree," "mostly disagree," and "disagree." The alternatives were scored from one to four;

the lower the score, the greater the agreement with the statement.

Data were analyzed using analysis of covariance, with the individual prestige and working environment items used as dependent variables. The two independent factors were group (high school seniors, college students, professionals) and sex. The covariate was age. Independent variables were included in hierarchical fashion, first group, then sex, then age. As the demographic variables were included, their additional contributions to explanation of variance in the dependent variables above that of group could be assessed.

All statistical tests were evaluated at the .05 level.

FINDINGS

The 188 respondents were split evenly between males and females, 50% each. However, the percentage of males increased dramatically as experience with journalism rose (See Table 1).

Table 1 goes about here

Naturally, mean age also increased. And, as would be expected, the variance in age rose too, from 0.4 for high school students to 2.2 for university students to 10.8 for journalists.

Perceived Prestige of Journalism

Responses on the four items dealing with perceived prestige

of journalism differed greatly from group to group. (See Table 2.)

Table 2 goes about here

On two of the four items, males and females also differed. No group-sex interactions were found. Age contributed significantly to explanation of variance for only one item.

How difficult is it to enter journalism?

Practicing newspaper journalists rated the difficulty of entering the profession lowest, with a mean score of 5.4 on a ten-point scale. They were followed by the group with the least exposure to journalism, high school students, with a rating of 6.1. Highest difficulty rating was given by university journalism students, at 6.8. Differences were statistically significant.

Neither sex nor age of respondents contributed significantly to explanation of the differences in difficulty ratings.

University journalism students face a highly competitive environment, both in their studies and in anticipating their first professional positions. That may help explain their higher ratings. High school students have yet to deal with the intense competition of the university level or the anxieties that often accompany anticipated or actual job searches. Those already in newspaper positions have put that part of their lives behind them. Working journalists are in the position of relatively

low discrepancy between attitudes arising from individual experience as opposed to those arising from professional experience.

How difficult is it to practice journalism?

The pattern of responses for this question was similar to that for the item dealing with difficulty of entering journalism. Newspaper journalists gave the lowest rating (6.0), high school students were next (6.3), and university students rated the practice of journalism as most difficult (7.1). The differences may stem from the same sort of consideration as mentioned above.

Females rated journalism as significantly more difficult to practice than males. The difference held across all three groups of respondents. Those ratings may be based on accurate perceptions of the profession, as will be discussed later.

The higher ratings given by women than men to the difficulty of practicing journalism helps explain in part the finding by Johnstone, Slawski, and Bowman (1976, pp. 151-152) that female journalists generally have a higher level of morale than male journalists. If the profession is seen as more difficult, an equivalent level of accomplishment may result in higher morale.

The variable of respondents' age did contribute significantly to explanation of variance in this one item. At this stage of the analysis, however, the exact nature of that contribution has not yet been ascertained.

How attractive is the occupation of journalism?

The greater the exposure to journalism, the more attractive

it was rated. That finding may be explained, in part, by an occupational egoism factor (see Coxon and Jones (1978), pp. 53-55). High school students gave the lowest mean rating (6.2); university journalism students were next (7.1); and newspaper journalists assigned the highest ratings (7.5).

Within each group, females rated journalism as more attractive than did males. This pattern may result from the general phenomenon of rating as more attractive those objects that are psychologically more distant from the individual.

Why do the groups differ in their attractiveness ratings? One explanation might be that the relative psychological investment in the profession increases from high school students to university journalism students to newspaper journalists. It would be expected that the greater an individual's investment of self in an activity, the more attractive the activity would be rated. Another possibility is that the greater experience with the profession results in higher ratings because the many positive aspects of journalism as an occupation become more apparent. Respondents may be reacting, in their ratings, to quite real qualities of journalism, aside from their particular psychological investments. An aspect of that argument that may be important is that as the groups have selected themselves into increasing exposure to journalism, their members may be comprised increasingly of those who have a greater psychological affinity for journalism. Perhaps particular psychological qualities of individuals contribute both to increasing exposure

to journalism and higher ratings of the profession. Finally, and related to the last possibility, the differences in ratings from group to group may reflect a "drop-out" phenomenon. Those less suited to practice of journalism, whether for reasons of personality, skills, or some other reason, may be those who assign lower ratings.

What are the chances of making money in journalism?

Ratings of the chances of making money in journalism decrease as experience in and contact with the profession increase. The relationship is the strongest of the four having to do with the prestige of journalism. High school students assigned a mean rating of 6.3, university journalism students 5.6, and practicing newspaper journalists only 3.6. Contributions to explanation were insignificant for the variables of sex and age.

The estimated income ratings by group reversed the pattern found for attractiveness of journalism. Newspaper journalists, who rated the profession most attractive, expected least in terms of money. High school students assigned the lowest attractiveness ratings, but the highest income estimates. An expectations-rewards calculus may be involved.

Working Environment of the Journalist

Opinions about the working environment of the journalist differed significantly by group on eight of the ten items.

Table 3 goes about here

Significant differences by sex were found for only one item, however, while age added to explanation of variance for four items. One group-sex interaction was obtained.

Generally, journalists are well-informed about their readers' needs.

Ratings of the first opinion statement indicated no significant differences by group, sex, or age. Using a four-point scale in which "1" was assigned for high agreement with the statement and "4" for high disagreement, the mean rating for all respondents combined was 2.0. That mean level was one of the lowest obtained, and it was shared with the one other statement for which group differences were insignificant.

The relatively strong agreement with the statement as compared to others may indicate that it was considered non-controversial by all types of respondents. On the other hand, it could be that the similarity of ratings arose out of varying processes. The groups could have obtained similar ratings for different reasons.

Journalists always defend individual rights against institutions.

A significant difference between groups was found for this statement. University journalism students were most in agreement (mean = 2.3), while high school students and newspaper journalists were quite similar (means of 2.6 and 2.7, respectively).

The greater agreement by journalism students may reflect

a need to idealize their career choice. High school students and practicing journalists would not face the same need. For high school students the question would be remote. Practicing journalists, on the other hand, would be faced with the realities of their profession, realities that must be faced day to day. Pressures would be generated to deal with discrepancies between the ideal and actual. Those unable to reduce those discrepancies or handle them in another way presumably would be more likely to leave the profession.

Since radio and TV offer such complete information on home and foreign affairs, the press should not attach too much importance to these topics.

Marked differences among the three groups were found in agreement with this statement. Once again, sex and age did not contribute significantly to explanation of variance.

The mean rating across all respondents was the highest obtained for any of the ten statements, indicating substantial disagreement (3.5 on a 4-point scale). Newspaper journalists disagreed mostly strongly (mean = 3.9). Next were university journalism students (3.6), and high school students (3.2) exhibited the least disagreement, though still taking exception to the statement. Thus the greater the exposure to journalism, the greater the disagreement.

The statement challenges one of the basic credos of newspaper journalism, that is, service to the public through providing news about public affairs. Newspaper journalists would naturally be expected to object. The university journalism students

presumably would be less socialized as to the importance of this value than practicing newspaper professionals. In addition, however, the university students included some who were specializing in broadcast journalism. To them, the statement may have had a greater attraction.

Mere presentation of the facts over a long period of time becomes useless without extensive interpretation of the information.

This statement is the second of the two for which groups did not differ significantly. Agreement with the statement was relatively high, with a mean across all respondents of 2.0. University journalism students were in greatest agreement (mean = 1.8), while high school students and newspaper journalists fell close behind (mean for both = 2.0). Age did contribute to explanation of variance in ratings, but at the present stage of analysis the nature of the contribution has not been determined.

The journalistic profession is a political profession.

A statistically significant interaction between the group and sex variables was found for this statement. Among university journalism students, males rated the statement more favorably than females. However, females were in greater agreement with the statement than males among both the high school students and the newspaper journalists.

Faced with greater pressures than males, female university journalism students may internalize traditional values of the field more rapidly or thoroughly than males. The nature of the

variables affecting high school students and newspaper journalists, but not apparent in university journalism student ratings, is unclear. Perhaps age enters into the relationship, given the significant contribution that variable makes to explanation for this statement. It is not now possible to report on the character of that relationship, however.

A journalist should be a competent mediator between government and the people.

The two groups of students agreed more strongly with this statement than the newspaper journalists. Means for the high school students and the university journalism students were 1.9 and 1.7, respectively. The journalists, on the other hand, rated the statement at 2.6, significantly less favorably.

The result suggests that the general construct "experience with journalism" may be comprised of at least two different dimensions. One may consist more of abstract, theoretical, or casual experience or knowledge, while the other may concern direct, applied experience.

The press should not publish details from the lives of celebrities.

Results were quite similar to those obtained for the statement above, though shifted toward less agreement. The high school and university students recorded mean scores of 2.3 and 2.2, respectively, while the mean for journalists was 3.4.

Once again, it appears that two dimensions may be relevant here.

One of the most important principles of the local press is to cooperate with local authorities.

Of the ten statements concerning the working environment of the journalist, this one recorded the highest degree of association between respondent group and agreement with the statement. The value of Eta reaches .57, also the value of the multiple correlation coefficient. As also indicated by other indices, sex and age contributed virtually nothing to explanation of variation in opinions about the statement.

Though less marked than in the two statements reported immediately above, the interpretation of two separate dimensions of experience with journalism again suggests itself. The mean agreement ratings of high school students and college students of journalism were relatively close (2.0 and 2.3 respectively). Working newspaper journalists, on the other hand, strongly disagreed with the statement, assigning a mean rating of 3.4.

The press should simply tell what happened and should not try to predict future events.

This statement was the only one of the ten in which the sex variable made an independent contribution to explanation. Females rated the statement more favorably than males, across all three groups of respondents.

Experience and contact with journalism was inversely related to agreement with the statement across the three groups. High school students rated the statement most highly (mean = 2.0). They were followed by university journalism students (mean = 2.5).

Newspaper journalists actually disagreed with the statement on the average (mean = 2.9).

The statement may be interpreted as referring to a traditional canon of American journalism, the principle of objectivity.[5] As such, it would be expected to be internalized at different rates by different groups under certain situational constraints. Perhaps the difference between males and females reflects differences in constraints, at least partly arising out of structural differences in their potential and actual employment situations.

If the statement does reflect an important aspect of U.S. journalism ideology, however, it is difficult to explain the disagreement registered by working journalists. Perhaps that group interpreted the term "the press" as including those portions of the profession in which editorial and interpretative opinion is expressed, in which case disagreement may refer specifically to the ideal functions of that aspect of the press. Students may have taken a somewhat narrower view of the press.

The journalistic profession should be free of political influence.

The last of the ten items was the one which received the highest level of agreement. The mean rating across all respondents was only 1.7. Each of the three groups rated the statement below 2.0, though differences among the groups were significant.

As on earlier items, both high school and university students were quite close in their ratings. A mean of 1.9 was assigned by high school students, while college students stood at 1.8.

Newspaper journalists, however, rated the statement at only 1.3, indicating a very high level of agreement with it.

The relatively much greater agreement with the statement among working journalists again suggests that the construct of "experience with journalism" is multidimensional.

DISCUSSION

The central hypothesis of the study about the role of experience in the formation of the image of journalism was supported in the results for eight of ten opinions and all four prestige components. However, the variable of sex appeared to be a significant cofactor of image in one of the ten opinions measured and in half of the prestige components. The results suggest the need to take a more careful look at the variable of sex in the formation of images as well as attitudes toward journalism.[6]

In addition, age appeared to be a more significant variable than sex in the formation of images of journalism. It affected four of the ten opinions measured, though only one of the four prestige components was significantly related to age.

To a certain extent the results can be related to conclusions of an early study of professionalization among journalists by McLeod and Hawley (1964). Particularly relevant are results that suggest two dimensions of experience with journalism: educational and practical. More specifically, the first dimension

appears to be based on attitudes and opinions, taking the individual as subject in his relations with journalism as an aspect of the general environment. It might be termed professional roles. The second dimension seems to be based on professional skills, behavior patterns, specific knowledge, and highly qualified training. That dimension could be called professional activities. More precise study of such dimensions may help to clarify the factors affecting professional image.

As working journalists develop specialty beats (Dunwoody, 1979), the open-ended process of socialization sees both of these dimensions come into play. Professional skills, behavior patterns, and other aspects of professional activities change, but also changing are socially influenced opinions and attitudes as specialized journalists come to associate more closely with their co-specialists than often they do with fellow employees.

Cross-cultural comparisons. -- Some findings from the present study correspond to results of research in both Europe and North America. For example, the same set of opinion items used here was administered to Polish journalists in 1978 (Sobiecki, 1978b). The data suggested that, as in the present study, age has a relatively more significant impact on formation of opinions than sex.

However, not all results are similar. Prestige ratings provide an example. In the present study, journalists rated themselves lower than the student groups on three of the four prestige components. By contrast, Nowicki (1976) found that

journalists rated themselves higher than others. He suggested that Polish journalists tend to overrate themselves generally.

Some ratings of opinion statements also provide a strong contrast between journalists from different cultures. The American journalists of the present study disagreed that journalism should be kept free of political influence. Exactly the opposite pattern was observed in a study of Polish journalists (Sobiecki, 1978b).

Limitations. -- A number of other important considerations limit generalization of the findings of the present study.

Career patterns of women in journalism appear to differ substantially from those of men (Robinson, 1977). Those differences were not measured in the present study. Women who stay in the profession for an extended period of time may differ from men in specific motivations to work as well as in images of the profession.

Also not specifically evaluated in the present study was the relatively high percentage of dropouts among novices in journalism (Kaye Box Moss, 1977). That phenomenon may affect the overall image of the profession among those who stay in it, but on the other hand it is possible that dropouts may result from discrepancies between experience received from education and practical experience.

The covariate of "age" in the present study exhibits much greater variability as the mean age of the group increases. The effect must be expected, of course, when dealing with the

particular types of groups studied. As noted earlier, interpretation of significant age contributions to explanation has been postponed until a more detailed analysis can be undertaken. One way of attacking the problem would be to dichotomize the group of working journalists at the median age and analyze each group separately.[7] Another way would be to analyze the effects of age separately within each sex and group cell. A future study might add as a separate variable "number of years of professional experience" and use that variable to guide analysis of the effects of age.

One limitation of the operationalization of the "working environment of journalism" should be noted. Absent from the items used were any dealing with internal relations among the staff members of a particular journalism organization. Such items have been used in studies of professional socialization in Europe (e.g., Fjeastad and Holmlov, 1974).

The nature of the sample studied also limits generalization. All respondents were located in northeast Florida, and they were drawn from just one high school, one university, and one morning-evening newspaper operation. Further studies with other groups will be necessary to enhance confidence in the findings.

Further research. -- Crosscultural comparisons of results of the present study and those conducted in other countries must be made with special caution. Although it is unknown today how cultural dimensions might affect the formation of images of journalism, differences in prestige scores of professions

already may be observed from country to country (Treiman, 1977). It would seem desirable to plan cross-cultural comparisons carefully so that potentially relevant factors could be controlled or measured.

A limited number of determinants of professional socialization in journalism have been identified in the present study. Further research, especially of a longitudinal nature, will enhance confidence in the importance of these factors as well as identify additional variables that affect the open-ended process of socialization.

NOTES

1. By "open profession" Kupis means that the press is shaped by the large diversity of functions of the press as an institution of political, social, and cultural life of present society. Recruiting into this profession has practically no formal limits, as opposed to other intellectual professions. More than 50 percent of new journalists in Poland come to the profession after first practicing some other profession. See Kupis (1975), p. 55.

2. Johnstone, Slawski, and Bowman (1976) give an example of a 9-year-old publisher of a neighborhood newspaper (p. 162).

3. Also used was an unpublished study by Kupis of the prestige of journalists among high school seniors in West Germany and Poland.

4. Another use of these components was in a study of journalists' opinions about press conduct in Poland (Sobiecki, 1978b).

5. See Johnstone, Slawski, and Bowman (1976), Chapter 7, pp. 113-132.

6. See also Johnstone, Slawski, and Bowman (1976), pp. 151-152.

7. The authors wish to thank an anonymous reviewer for clarifying the possible effects of differing variances in age by group.

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Table 1

Sex and Age by Group

Group	Sex[a]		Age Male	Age Female	Age Total	(N)
High School students	32.9	$\bar{X}$	17.2	17.2	17.2	(79)
		S.D.	0.4	0.5	0.4	
University journalism students	45.5	$\bar{X}$	20.1	20.3	20.2	(55)
		S.D.	1.6	2.6	2.2	
Newspaper journalists	79.6	$\bar{X}$	38.2	29.0	36.4	(53)
		S.D.	11.2	3.4	10.8	
Total	50.0	$\bar{X}$	27.6	19.5	23.5	(187)
		S.D.	12.4	4.0	10.1	

a. % males

Table 2

Prestige by Group, Sex, and Age

Question	Group[a]	Sex[b]	Age[c]	Total[d]	Means# Total	Group[e]	Total	Males	Females	(N)
How difficult is it to enter journalism?	.26*	.08	-.07	.30	6.1	1	6.1	5.8	6.2	(75)
						2	6.8	6.7	6.8	(55)
						3	5.4	5.3	5.8	(53)
How difficult is it to practice journalism?	.21*	.24*	.09*	.35	6.4	1	6.3	5.6	6.7	(75)
						2	7.1	6.8	7.3	(55)
						3	6.0	5.7	7.1	(53)
How attractive is the occupation of journalism?	.22*	.16*	.05	.26	6.9	1	6.2	5.8	6.5	(75)
						2	7.1	6.8	7.4	(55)
						3	7.5	7.2	8.7	(53)
What are the chances of making money in journalism?	.51*	.12	.02	.52	5.3	1	6.3	6.1	6.4	(75)
						2	5.6	5.2	5.9	(55)
						3	3.6	3.5	4.1	(53)
(N)					(183)		(183)	(91)	(92)	

a. Eta
b. Beta, controlling for group
c. Change in Beta adjusting for age
d. Multiple R
e. 1 = high school students, 2 = university journalism students, 3 = newspaper journalists

*Significant at the .05 level

#Scores ranged from 1 to 10, with 1 the lowest rating and 10 the highest

Table 3

Opinions by Group, Sex, and Age

Item No.[e]	Group[a]	Sex[b]	Age[c]	Total[d]	Means[#] Total	Group[e]	Total	Males	Females	(N)
1	.04	.02	.00	.04	2.0	1	2.0	1.9	2.0	(75)
						2	1.9	2.1	1.8	(55)
						3	2.0	1.9	2.1	(53)
2	.20*	.09	.00	.22	2.5	1	2.6	2.6	2.6	(75)
						2	2.3	2.4	2.2	(55)
						3	2.7	2.8	2.4	(53)
3	.40*	.03	.00	.40	3.5	1	3.2	3.3	3.2	(75)
						2	3.6	3.5	3.7	(55)
						3	3.9	3.9	4.0	(53)
4	.10	.09	.16*	.22	2.0	1	2.0	2.0	2.0	(75)
						2	1.8	1.9	1.8	(55)
						3	2.0	2.1	1.5	(53)
5	.36*[f]	.07	-.22*	.41	2.7	1	2.5	2.8	2.4	(75)
						2	2.5	2.3	2.7	(55)
						3	3.2	3.3	2.8	(53)
6	.34*	.08	-.19*	.43	2.0	1	1.9	1.9	1.9	(75)
						2	1.7	1.8	1.7	(55)
						3	2.6	2.7	2.1	(53)
7	.47*	.02	-.07	.47	2.6	1	2.3	2.2	2.4	(75)
						2	2.2	2.2	2.3	(55)
						3	3.4	3.5	2.9	(53)
8	.57*	.01	.01	.57	2.5	1	2.0	2.0	2.1	(75)
						2	2.3	2.2	2.3	(55)
						3	3.4	3.5	3.2	(53)

(Continued)

Table 3, continued

Item No.@	Group[a]	Sex[b]	Age[c]	Total[d]	Means: Total	Group[e]	Total	Males	Females	(N)
9	.39*	.16*	.23*	.46	2.4	1	2.0	2.0	1.9	(75)
						2	2.5	2.8	2.2	(55)
						3	2.9	2.9	2.7	(53)
10	.29*	.07	.03	.30	1.7	1	1.9	2.1	1.9	(75)
						2	1.8	1.8	1.9	(55)
						3	1.3	1.3	1.1	(53)

a. Eta b. Beta, controlling for age c. Change in Beta adjusting for age
d. Multiple R e. 1 = H.S. students, 2 = univ. jm. students, 3 = nspr. journalists
f. Significant interaction between Group and Sex

*Significant at the .05 level
#Scores ranged from 1 to 4, with 1 indicating greatest agreement with the statement

@Statements in the items were as follows:

1. Generally, journalists are well-informed about their readers' needs.
2. Journalists always defend individual rights against institutions.
3. Since radio and TV offer such complete information on home and foreign affairs, the press should not attach too much importance to these topics.
4. Mere presentation of the facts over a long period of time becomes useless without extensive interpretation of the information.
5. The journalistic profession is a political profession.
6. A journalist should be a competent mediator between government and the people.
7. The press should not publish details from the lives of celebrities.
8. One of the most important principles of the local press is to cooperate with local authorities.
9. The press should simply tell what happened and should not try to predict future events.
10. The journalistic profession should be free of political influence.